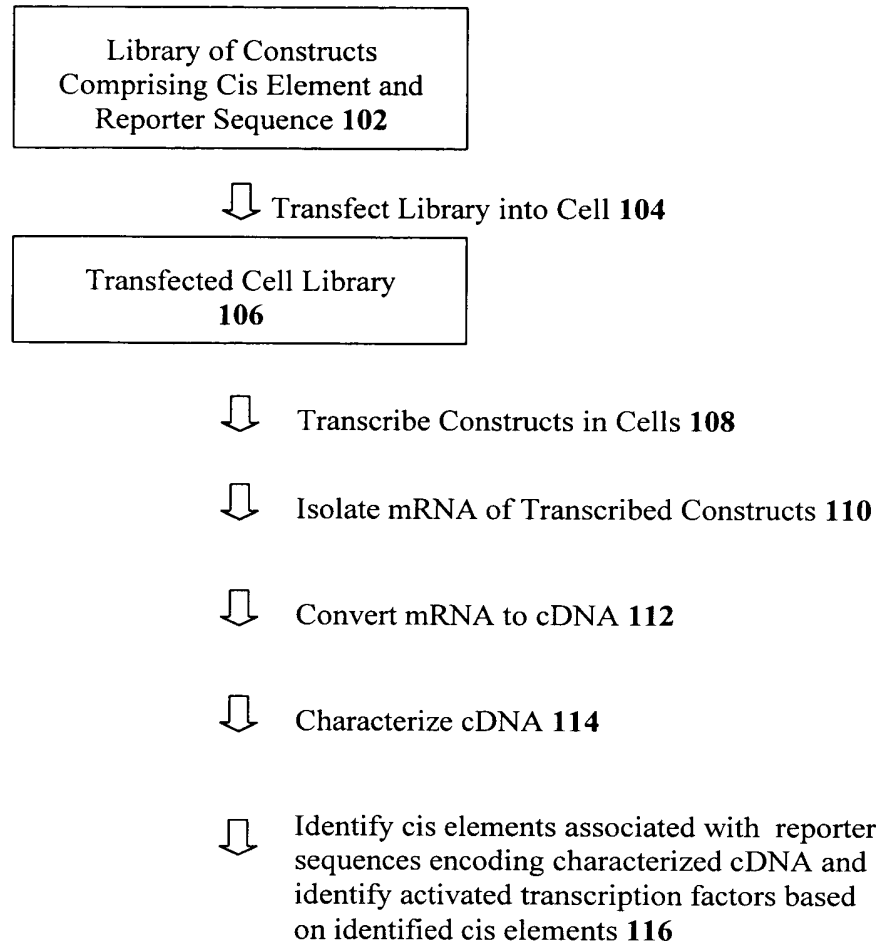


## FIGURE 1A



## FIGURE 1B

Library of Constructs  
Comprising Cis Element and  
Reporter Sequence **102**

↓ Transfect Library into Cell **104**

Transfected Cell Library  
**106**

↓ Transcribe Constructs in Cells **108**

↓ Express Reporter Proteins Encoded By  
mRNA from Transcribed Constructs **118**

↓ Identify expressed reporter proteins, identify  
cis elements associated with expressed  
reporter proteins, and identify activated  
transcription factors based on identified cis  
elements **120**

102 104 106 108 118 120

**FIGURE 2**

Transcription Factor	Name	Cis-Element	Reporter Sequence
<b>AP1</b>	PP01	CGCTTGATGACTCAGCCGGAA [SEQ ID NO: 1]	GTCGTTTTACAACGTCGTGACTGGGAAAACC CTGGCGTTACCCAACTTAATCGCCTTGACAGC ACATCCCCCTTTGCCAGCTGGCGTAATAGC GAAGAGG [SEQ ID NO: 31]
	PP02	TTCCGGCTGAGTCATCAAGCG [SEQ ID NO: 2]	CCCGCACCGATCGCCCTTCCCACACAGTTGCGG CAGCCTGAATGGCGATGGCGCTTTGCCTGG TTCCGGCACCAAGCGGTGCCGGAAGCT GGCTGGA [SEQ ID NO: 32]
<b>AP-2</b>	PP03	GATCGAACTGACCGCCCGGGCCCGT [SEQ ID NO: 3]	GTGCGATCTTCTGAGGCCGATACGTGTCGTC GTCCCTCAAACCTGGCAGATGCACGGTTACG ATGCGCCCATCTACACCAACGTAACTATCC CATTACG [SEQ ID NO: 33]
<b>AP-2</b>	PP04	ACGGCCCGGGCGGTGAGTTCGATC [SEQ ID NO: 4]	GTCAATCGCCGTTTGTCCACGGAGAATC CGACGGGTGTTACTCGCTCACATTTAATGTT GATGAAAGCTGGCTACAGGAAGGCCAGACG CGAATTA [SEQ ID NO: 34]
<b>ARE</b>	PP05	GTCTGGTACAGGTGTTCTTTTT [SEQ ID NO: 5]	TTTTTGATGGCGTTAACTCGCGTTTTCATCTG TGGTGCAACGGCGCTGGTCTGGTTACGGC CAGGACAGTCGTTTGCCGCTGAATTTGACC TGAGCGC [SEQ ID NO: 35]
<b>ARE</b>	PP06	AAAAGAACACCCCTGTACCAGAC [SEQ ID NO: 6]	ATTTTACGGCCCGGAGAAAACCGCCTCGCG GTGATGGTGTGCGTTGGAGTGACGGCAGTT ATCTGGAAGATCAGGATATGTGGCGGATGAG CGGCATT [SEQ ID NO: 36]
<b>Bm-3</b>	PP07	CACAGCTCATTAAAGCGC [SEQ ID NO: 7]	TTCCGTGACGTCTCGTTGCTGCATAAACCGA CTACACAAATCAGCGATTTCCATGTTGCCACT CGCTTTAATGATGATTTTCAGCCGCGCTGTACT GGAGG [SEQ ID NO: 37]

**FIGURE 2 (cont.)**

<b>Brn-3</b>	PP08	GCGCGTTAATGAGCTGTG [SEQ ID NO: 8]	CTGAAGTTCAGATGTGCGGCGAGTTGCGTGA CTACCTACGGGTAAACAGTTTCTTTATGCGAG GGTGAACGCGAGGTCCGACGCGCACCGCG CCTTTCGG [SEQ ID NO: 38]
<b>C/EBP</b>	PP09	TGCAGATTGCGCAATCTGCA [SEQ ID NO: 9]	CGGTGAAATTATCGATGAGCGTGGTGGTTAT GCCGATCGCGTCACACTACGTCTGAACGTCG AAACCCGAAACTGTGGAGCGCCGAAATCCC GAATCTC [SEQ ID NO: 39]
<b>C/EBP</b>	PP10	TGCAGATTGCGCAATCTGCA [SEQ ID NO: 10]	TATCGTGGGTGGTTGAACGTGCACACCGCCG ACGGCACGCTGATTGAAGCAGAAGCCTGCGA TGTCGGTTTCCGCGAGGTGCGGATTGAAAT GGTCTGC [SEQ ID NO: 40]
<b>CBF</b>	PP11	AGACCGTACGTGATTGGTTAATCTCTT [SEQ ID NO: 11]	TGCTGCTGAACGGCAAGCCGTTGCTGATTCTG AGGCGTTAACCGTCACGAGCATCATCCTCTG CATGGTCAGGTCATGGATGAGCAGACGATGG TGCAGGA [SEQ ID NO: 41]
<b>CBF</b>	PP12	AAGAGATTAAACCAATCACGTACGGTCT [SEQ ID NO: 12]	TATCCTGCTGATGAAGCAGAACAACTTTAACG CCGTGCGCTGTTGCAATTATCCGAACCATCC GCTGTGTACACGCTGTGCGACCGCTACGG CCTGTAT [SEQ ID NO: 42]
<b>CDP</b>	PP13	ACCCAATGATTATTAGCCAATTTCTGA [SEQ ID NO: 13]	GTGGTGGATGAAGCCAATATTGAAACCCACG GCATGGTGCCAATGAATCGTCTGACCGATGA TCCGCGCTGGCTACCGGCGATGAGCGAACG CGTAACGC [SEQ ID NO: 43]
<b>CDP</b>	PP14	TCAGAAATTGGCTAATAATCATTTGGGT [SEQ ID NO: 14]	GAATGGTGCAGCGCGATCGTAATCACCAGG TGTGATCATCTGGTCGCTGGGGAATGAATCA GGCCACGGCGCTAATCACGACGCGCTGTATC GCTGGAT [SEQ ID NO: 44]
<b>c-Myb</b>	PP15	TACAGGCATAACGGTTCGCTAGTGA [SEQ ID NO: 15]	CAATCTGTCGATCTTCCCGCCCGGTGCAG TATGAAGCGCGGAGCCGACACCCACGGCC ACCGATATTATTTGCCCGATGTACGCGCGG TGGATGAA [SEQ ID NO: 45]

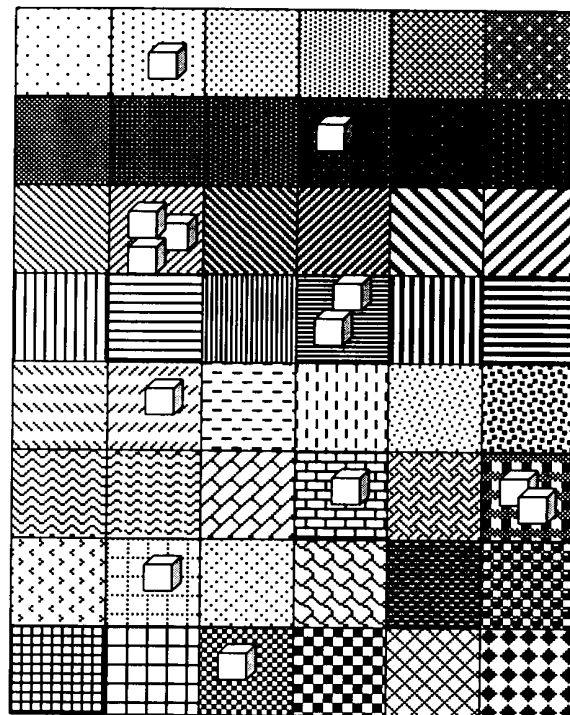
**FIGURE 2 (cont.)**


<b>c-Myb</b>	PP16	TCACTACGGAAACCGTTATGCCTGTA [SEQ ID NO: 16]	GACCAGCCCTTCCCGGCTGTGCCGAAATGGT CCATCAAAAATGGCTTTCGCTACCTGGAGA GACGCGCCCGCTGATCCTTTGCGAATACGCC CACGCGA [SEQ ID NO: 46]
<b>CREB</b>	PP17	AGAGATTGCCTGACGTCAGAGAGCTAG [SEQ ID NO: 17]	TGGTAACAGTCTTGGCGGTTTCGCTAAATA CTGGCAGGCGTTTCGTCAAGTATCCCGTTTA CAGGCGGCTTCGTCTGGACTGGGTGGAT CAGTCGCT [SEQ ID NO: 47]
<b>CREB</b>	PP18	CTAGCTCTCTGACGTCAGGCAATCTCT [SEQ ID NO: 18]	GATTAATATGATGAAAACGGCAACCCGTGG TCGGCTTACGGCGGTGATTTGGCGATACGC CGAACGATCGCCAGTCTGTATGAACGGTCT GGTCTTT [SEQ ID NO: 48]
<b>E2F-1</b>	PP19	ATTTAAGTTTCGGCCCTTTCTCAA [SEQ ID NO: 19]	GCCAGCCGACGCCGATCCAGCGCTGACG GAAGCAAAACACAGCAGCAGTTTTTCCAGT TCGTTTATCCGGGCAACCATCGAAGTGAC CAGCGAAT [SEQ ID NO: 49]
<b>E2F-1</b>	PP20	TTGAGAAAGGGCGCGAAACTTAAAT [SEQ ID NO: 20]	ACCTGTTCCGTCATAGCGATAACGAGCTCCT GCACTGGATGGTGGCGCTGGATGGTAAGCC GCTGGCAAGCGGTGAAGTGCCTCTGGATGTC GCTCCACA [SEQ ID NO: 50]
<b>EGR</b>	PP21	GGATCCAGCGGGGCGAGCGGGGGCCA [SEQ ID NO: 21]	AGGTAAACAGTTGATTGAACCTGCCTGAACAC CGCAGCCGGAGAGCGCCGGGCAACTCTGGC TCACAGTACGCGTAGTGCAACCCGAACGCGAC CGCATGG [SEQ ID NO: 51]
<b>EGR</b>	PP22	TGGCCCCCGCTCGCCCCCGCTGGATCC [SEQ ID NO: 22]	TCAGAAGCCGGGCACATCAGCGCCTGGCAG CAGTGGCGTCTGGCGGAAACCTCAGTGTGA CGTCCCCCGCGCGTCCCACGCCATCCCCGC ATCTGACCA [SEQ ID NO: 52]
<b>ERE</b>	PP23	GTCCAAAAGTCAGGTCACAGTGACCTGATCAAAGTT [SEQ ID NO: 23]	CCAGCGAAATGGATTTTTCATCGAGCTGGG TAATAAGCGTTGGCAATTTAACC GCCAGTCA GGCTTTCTTTCACAGATGTGGATTGGCGATAA AAAACA [SEQ ID NO: 53]

FIGURE 2 (cont.)

<b>ERE</b>	PP24	AAC TTGATCAGGTCACCTGTGACCTGAC TTGGAC [SEQ ID NO: 24]	ACTGCTGACGCCGCTGCGGATCAGTTCACC CGTGCAACCGCTGGATAACGACATTGGCGTAA GTGAAGCGACCCGCA TTGACCCCTAACGCCTG GGTCGAA [SEQ ID NO: 54]
<b>Ets</b>	PP25	GGAGGAGGGCTGCTTGAGGAAGTATAAGAAT [SEQ ID NO: 25]	CGCTGGAAGCGCGCGGCCATTAC CAGGCC GAAGCAGCGTTGTTGCAGTGCACGGCAGATA CACTTGCTGATGCGGTGCTGATTACGACCGC TCACGCGT [SEQ ID NO: 55]
<b>Ets</b>	PP26	ATTCTTACTTCCTCAAGCAGCCCTCCTCC [SEQ ID NO: 26]	GGCAGCATCAGGGGAAACCTTATTTATCAG CCGAAAACCTACCGATTGATGGTAGTGGT CAATGGCGATTACCGTTGATGTTGAAGTGG CGAGCGA [SEQ ID NO: 56]
<b>Ets-1/PEA3</b>	PP27	GATCTCGAGCAGGAAGTTCGA [SEQ ID NO: 27]	TACACCGCATCCGGCGGATTGGCCTGAAC TGCCAGCTGGCGAGGTAGCAGAGCGGTA AACTGGCTCGATTAGGCGCCGCAAGAAACT ATCCCGAC [SEQ ID NO: 57]
<b>Ets-1/PEA3</b>	PP28	TCGAACTTCCTGCTCGAGATC [SEQ ID NO: 28]	CGCCTTACTGCCGCCCTGTTT GACCGCTGGG ATCTGCCATTGTCAGACATGTATACCCCGTAC GTC TTCCCGAGCGAAACGGTCTGCGCTGCG GGACGC [SEQ ID NO: 58]
<b>FAST-1</b>	PP29	CGGATTGTGATTGGCTGTAC [SEQ ID NO: 29]	GCGAATTGAATTATGGCC CACACCAAGTGGCG CGGCGACTCCAGTTC AACATCAGCCGCTAC AGTCAACAGCAACTGATGGA AACCAAGCCATC GCCATCT [SEQ ID NO: 59]
<b>FAST-1</b>	PP30	GTACAGCCCAATACACAATCCG [SEQ ID NO: 30]	GCTGCACGCGGAAGAAGGCACATGGCTGAA TATCGACGGTTTCCATATGGGATTGGTGGC GACGACTCCTGGAGCCCGTCAGTATCGGCG GAATTACAG [SEQ ID NO: 60]

FIGURE 3



 probe